



Your last opportunity to buy Fine Diamonds at Remarkable Prices! Our 25 years' experience enables us to offer you Guaranteed Diamonds at absolutely the lowest prices "stone for stone" they can be had for anywhere.

Diamond Brooches, Diamond Lavalliers, Diamond Bracelets, Diamond Heart Pins, Diamond Lockets, Diamond Tie Clips

Diamond Rings with Fine White Perfect Cut Solitaire Diamonds at \$1.00, \$10.00, \$15.00, \$25.00, \$50.00, \$100.00 and up, and every one exchangeable at full value for other diamonds or jewelry at your pleasure. Diamonds will certainly cost more the coming year.

Men's Watches, Boys' Watches, Ladies' Watches, Jewelry, Bracelets, Rosaries, Toilet Sets, Chime Clocks, Cut Glass, Canes, Umbrellas, Silverware, etc. Call and see us, we will make your Xmas shopping pleasant and profitable.

Everitt THE DIAMOND PALACE RELIABLE WATCHMAKERS & JEWELERS 107 W. CENTRAL AVE. ALBUQUERQUE, N. MEX.

BOOKBINDERS RULING, SPECIAL FORMS OF ALL KINDS. ALBRIGHT & ANDERSON PRINTERS, BINDERS, STATIONERS. 208-210 West Gold Avenue Phone 440

Lemp's Falstaff and Draught Beers are the choicest products of the brewer's art. A trial will convince you. Consolidated Liquor Company Albuquerque, New Mex.

ROMERO AD SIGN CO. SIGNS 405 W. Central. Phone 461.

EXPERT HAIR WORK Combing, Made Into Switches, Transformations, Etc. Switches Dyed. Mrs. M. Peden. 116 N. 4th St. MARINELLO SHOP Phone 522.

NOTICE Wm. A. Hauser, formerly with J. Korber & Co., announces that he has opened a shop for harness work, auto and carriage repairing. Complete line of horse goods. Work guaranteed. Moderate prices. 112 West Copper.

CLEANERS HATTERS DYERS Phone 419 402 West Central ROYAL DYE WORKS

HAIRDRESSING, Manicuring, Shampooing, Scap Treatment, Facial Massage, Switches Made from Combing and Dyed. HANNAH V. MOORE, 114 W. Central, Phone 906.

You can save money on GENUINE PARISIAN IVORY at WILLIAMS DRUG CO. 307 West Central Phone 789

C. E. CONNER, M. D., D. O. Otorhinolaryngologist. I treat all curable diseases. Office 107 N. 11th. Phone 455 and 225.

M. GEORGE will call at your home with a fine selection of Handmade Laces and Embroideries, Everything in Ladies' and Ladies' Wearing Apparel, ALL KINDS OF HANDMADE HOUSEHOLD LINENS, Just what you want for CHRISTMAS GIFTS. PRICES REASONABLE. Also for Wedding Gifts. Look them over, it will cost you nothing. Phone 1725.

Fits-U Eyeglasses See for Yourself - They Are Scarcely Noticeable

You will be well satisfied with the way you look in our patented FITS-U Eyeglasses, especially if we make them with Tonic Lenses. C. H. CARNES Optician 114 W. Central. Opp. Hotel Combs. Phone 452.

Cure Your Cold While You Can. More real danger lurks in a cold than in any other of the minor ailments. The safe way is to take Chamberlain's Cough Remedy and rid yourself of the cold as quickly as possible. For sale by all druggists.

Full weight and satisfaction guaranteed. New State Coal and Wood Yard. C. E. Kunz, Prop. Phone 35. Candies—Whitman's and Park & Tilford's—fresh at New Mexico Cigar Company.

CRYSTAL Today "THE PENALTY" Two-Act Class Feature "A QUARTER BACK" Exclusive Drama "FELLOW VOYAGERS" Vitagraph Comedy, With Costello and Clara Kimball Young FOR TOMORROW & FRIDAY "THE LAST DAYS OF POMPEII" In Six Splendid Reels, Two Shows in the Afternoon and two at Night. No Raise in Prices. High Class Licensed Pictures and Exclusive Service.

PASTIME Today "THE NAMING OF THE RAWHIDE QUEEN" S. & A. Western "WHEN BROTHERS GO TO WAR" Exclusive Drama "A MESSAGE FROM HOME" Settle "SANDY AND SHORTY AT THE CIRCUS" Exclusive Comedy High Class Licensed Pictures and Exclusive Service.

LYRIC THEATER PROGRAM FOR WEDNESDAY AND THURSDAY "From Rail Splitter to President" TWO-REEL FEATURE (gold seal) "Incognito" (Victor) "Freckles' Fight for His Bride" (Powers' Comedy) Pictures Change Sunday, Monday, Wednesday and Friday. "ALL FIRST RUN PICTURES"

Compare Prices—See the Largest Stock of Fancy Navajo Blankets and Curios = Wright's Trading Post = Open Evenings 3d and Gold.

Don't Wait Till Xmas Morning We are there not only with the superior quality of goods but also the low prices. All standard goods and full measure at the Consolidated Liquor Company's big store. First and Copper. Call or phone 133. Free delivery.

THE FLOWER OF THE FAMILY Regarding that Poem. I N connection with an effort of yesterday, which the Intelligent Composer so bravely wrecked, we received today with considerable pride the following from A. From and W. K. Ch. which warbles for itself: Albuquerque, Dec. 17, 1913. Editor Weather Outrage, Dear Sir:— A certain distinguished friend of mine, who occupies one of the seats of the mighty, once said in a public speech: "The bite of the rattlesnake is not necessarily fatal, if you have the ANECDOTE handy." Your starchy and pessimistic view of the falling snow as expressed in your deadly "poetry" printed in last night's paper, drives me to endeavor to let you see a more optimistic view, and so say that, the effect of that "poetry" is not necessarily fatal, if you apply quickly the following ANECDOTE: It isn't snowing snow to me, It's snowing golden grain, And tumbled corn cobs, green I see. Across the snowy plain! White blessings shed from Angel wings. Frost gently have my head— It isn't snowing snow to me, But loaves of "dearly bread." It isn't snowing snow to me, It's snowing rippling rills, That dance and tumble down with glee. From canyon-throated hills! Knee deep the knee have in the waste. The meek sheep drink and feast. It isn't snowing snow to me— But life for man and beast! otherwise I am still, Sincerely yours, ISAAC BARTH.

PIONEER BAKERY 207 South First St. CALL 47 For parcel and baggage delivery, Sunday and night calls: Phone 14793 Albuquerque Parcel Delivery, Vidal de Maunro, Prop.

FAMILY LIQUOR HOUSE C. A. GRANDE, Prop. Sole agent for San Pedro Line and Charon. Out-of-town orders promptly filled. Furnished rooms by week or month on our line. PHONE 703, 808 N. BROADWAY.

DUKE CITY CLEANERS We clean hats, men and women's clothing, rugs, curtains, draperies, etc. 220 West Gold. Phone 448. Promptness Our Motto.

C. T. FRENCH FUNERAL DIRECTOR, EMBALMER. Lady Assistants. Fifth and Central. Phone Day and Night, 560.

F. Crollott FUNERAL DIRECTOR AND EMBALMER. 411 WEST LEAD. Phone, day or night, 878.

The Weather WEATHER—New Mexico—Tonight and Thursday cloudy; probably snow in north portion, colder in northwest portion tonight.

ALBUQUERQUE Weather for 24 hours ending at 8 o'clock this morning—Warmest, 49 degrees; coldest, 31; range, 9; at 5 a. m., 32; south wind; cloudy.

Things I sing Tonight, Fraternal Mystic Circle meets at 8. Women's Catholic Order of Foresters meets at 8. Meeting of City Council.

Mr. and Mrs. Nona Hield left last night for New York where they will spend the holidays with friends.

A. M. Amaden, a banker and well known business man of Farmington, San Juan county, is in Albuquerque for a few days on business matters.

George E. Rex, of Topinka, manager of the Santa Fe's treating plants, is in Albuquerque today on business at the local plant.

The Woman's Catholic Order of Foresters, Court No. 813, will meet tonight at 8 o'clock at Odd Fellows hall.

Butt's Says: "You are making it difficult for me," said a young society man to us the other day. "If I bring HER any candy save Liggett's or Johnstons she either accuses me of not caring enough for her to go to Butts to buy it or I don't want to pay the price. We have a good assortment of Parker Fountain Pens, a mighty nice present for a male man. TAKE LUNCH WITH US If you present a friend of Parisian Ivory to a piece you can call a year later and find it as good as the day presented.

GOOD 6-INCH IVORY MIRROR For Saturday only, \$1.00. These are as good as can be had for \$5.00 or \$6.00, only not perfect handles. WE DELIVER FREE AND FREELY We await your orders with satisfaction as the inevitable result. Quality in our line is supreme, which you look upon as the most desirable feature of high class Drug Store service. 2nd and Central. Phone 65.

BUTT'S, Inc. THE REXALL STORE. One of the 7,000 Best Drug Stores in the World.

SPRINGER TRANSFER HAUL ANYTHING who has recently located in Clayton, is in the city for a short stay.

Mr. and Mrs. Nona Hield left last night for New York where they will spend the holidays with friends.

A. M. Amaden, a banker and well known business man of Farmington, San Juan county, is in Albuquerque for a few days on business matters.

George E. Rex, of Topinka, manager of the Santa Fe's treating plants, is in Albuquerque today on business at the local plant.

The Woman's Catholic Order of Foresters, Court No. 813, will meet tonight at 8 o'clock at Odd Fellows hall.

BILL'S SHOP CLEANING AND PRESSING OF LADIES' and GENTLEMEN'S CLOTHING. Zeiser Bros, Props. 215 S. Second St. Phone 480. "We Clean 'Em Clean." Goods Called for and Delivered.

NEW MANAGEMENT IN CHARGE AT BREWERY Big Plant Will Soon Be Ready to Distribute Absolutely the Best Beer Possible to Manufacture. E. K. Boddall, president of the Southwestern Brewery and Ice company, leaves tonight for Kansas City, Mo., to be gone about three weeks. The reorganization of the company has been completed under the direction of Mr. Boddall, and the new management is now in full charge and has but one aim, to produce the best beer absolutely without regard to expense. Carl Spietschka, the new brewmaster, and his able assistants, Messrs. Walters and Lindorfer, have given assurances that when the proper time has elapsed they will have ready for distribution from this big brewing plant the very best beer that it is possible to produce. During the absence of Mr. Boddall the brewery will be in general charge of E. S. Walker and P. E. Sullivan, who have faithfully looked after the interests of the company.

DOLLS AND TOYS 15c Dolls 10c 25c Dolls 20c 50c Dolls 10c \$1.00 Dolls 75c \$2.00 Dolls \$1.50 Doll Buggies 10c to \$2.50 Doll Heads 10c to 50c Embroidered Dolls 5c to 60c Express Wagons 25c to \$2.00 Rocking Horses \$2.75 to \$5.50 Automobiles 10c to \$5.50 Toy Sets of Dishes 10c to \$2.10 Tree Ornaments 4c to 15c 10c box of Candle Holders 5c Box of Christmas Candles 10c Fresh Christmas Candles, 10c 10c to 35c Extra Large New English Walnuts, pound 20c Extra Fancy Mixed Nuts, pound 20c 50 lbs. of Nice Apples \$1.00 50 lbs. of large Apples \$1.25 3 packages Fresh Corn Flakes 25c

DOLDE'S 210-212 South Second Street, Phone 461. ALL GOODS DELIVERED. Good Native Hay, large bales, 45c cash on delivery. E. W. Fee, Trimble's livery, 311 W. Copper Phone 3.

Crescent Hardware Co. STOVES AND RANGES PRACTICAL PLUMBERS AND TINNERS AGENTS FOR Marsh Simplex and Advance Duplex Steam Pumps 318 West Central Avenue Phone 315

A CHRISTMAS CARD To Accompany the Santa Fe Trail Magazine To Your Friend We have these cards on hand now. They are on beautiful paper. They are beautifully printed—in colors. Here is a rough sketch of the card, showing the wording:

December 1913. Dear The SANTA FE TRAIL MAGAZINE will come to you during the year 1914 as a Christmas gift. Marking, as it does, the beginning of a literature for New Mexico and the Southwest, I am sure that you will enjoy it. May its good, wholesome, interesting pages inform you of this wonderful region, and remind you often of Your

What Nicer Christmas Gift? Call up PHONE 417 and give us directions for filling out one of these beautiful, dainty cards—or, if you live out of town—fill out the one above and mail it to us with \$1.50. Who knows? Perhaps it will be a subtle influence, that, before the new year is out, will lead your friend to this good New Mexico Country. ONLY \$1.50 SANTA FE TRAIL PUBLISHING CO., Inc. Phone 417. 104 N. 3d Albuquerque, N. M.

A triple guarantee The clothes guarantee that you are well dressed. We guarantee the clothes. The maker guarantees them to us. You get this triple guarantee when you wear Styleplus \$17 Clothes "The same price the world over" Style, plus all-wool fabrics, plus expert workmanship, plus fit, plus wear. That is the STYLE-PLUS principle and the clothes more than make good. You will be surprised that you can get clothes that look \$25 worth and wear accordingly. It is because STYLEPLUS are made in one of the largest and most modern clothing factories in the world by workmen who are experts in producing style and values at a medium price. Come in and try on a suit or overcoat. We'll leave it to your good judgment and our mirror. Come to-day. SIMON STERN Incorporated